THE MAC PRODUCTS EXPERTS CONTROL THE MAC PRODUCTS EXPERTS THE MAC P

The
Mac Market
Delivered
Fresh Daily.





As the leading source of information on Macintosh computers

and related products, Macworld.com provides in-depth reporting, trusted reviews, tips and tricks, and how-to advice for Mac professionals and savvy Mac users. Our award winning content, combined with our popular forums, make Macworld.com the premier site for all things Mac.



For late-breaking news and analysis on the Macintosh market, readers turn to MacCentral.com,
Macworld's news service. With over one
million unique visitors every month and
one of the most active Mac forum
communities, MacCentral is the ideal
place to reach active Mac users on the
Web.



Macworld Product Finder is the comprehensive resource for

choosing the best Mac and Mac related products, finding the lowest prices, and buying with confidence.

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Every month, Macworld.com attracts a community of over one million **Mac professionals** and enthusiasts.



Macworld's Demographics

33 years old Age:

55% age 18-34

\$88,000 HHI

92% Male Sex:

Annual Income:

Education: 99% college educated

Computer Expertise

are advanced or expert computer users 76%

76% use Microsoft Office regularly

use Adobe Photoshop 59% 45% use Video Software

12 Month Plan to Purchase

92% plan to buy computer hardware. 84% plan to buy a computer system.

60% plan to buy storage devices. 55% plan to buy digital cameras.

53% plan to buy display and output devices.

THE MAC PRODUCTS EXPERTS CONTROL OF CONTROL

Increase
response with
the strongest
media brands
in the
Mac market.



Strong iPod, iBook sales lead profit

Apple reported on Wednesday a net profit of US\$46 mi second quarter ending March 27, 2004. During a call w Apple noted that almost half the new machines sold we also moved 809,000 iPods -- even more than it did duri

Apple also announced plans to open a retail store in London, England by the at Apple's second quarter unit sales reveals that fewer Power Macs were sole previously anticipated, with a drop off in iMac sales and a poor showing in Apple is anxious to correct.

SUMMARY OF TODAY'S STORIES @

THE WEEK'S TOP STORIES

WWDC: Apple intros 30-inch Cinema HD display Apple responds to Trojan Horse Advisory

Large Format Ad Units

Make the biggest impact with our large format ad units. We offer Leaderboards, Wide Skyscrapers, and Big Box messaging units. Receiving the best response on our sites, these units are a great way to drive immediate results and maintain consistent brand awareness.

Home Page Tile Units

Consistency and great positioning make our home page tiles a hot property.

Combined with reasonable prices, they offer an excellent way for small to mid-size businesses to generate new business and build awareness.

Online Ad Showcase

Building on the success of our home page tile units, our Online Ad Showcase offers advertisers an inexpensive way to reach a large audience. Showcase tiles rotate through all the pages of our award winning sites providing each of the 12 tile advertisers 1/12 of our sites impressions, as well as a permanent ad placement within the showcase itself.

eMail marketing

With two weekly newsletters and a solo email program, we have what you need to reach our market and make it yours.

Hot Deals Text Program

Text advertising has exploded as an excellent way to inexpensively reach a broad audience and drive results for your business. Our Hot Deals program will be an excellent way for you to join in the success. Your deal will rotate through the pages of our sites providing a compelling and updated source of hot deals for our audience.

Big Ideas

From sponsored forums to custom publishing and beyond, we have a lot more to offer. Contact your sales representative for new ideas that will allow you to make an even bigger impact.



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LeaderBoard	728x90	25k max	GIF, JPEG, or SWF	
LeaderBoard	728890	ZJK IIIAX	dir, Jr Ld, or Swi	
Wide Skyscraper	160x600	25k max	GIF, JPEG, or SWF	
wide Skyscrapei	1000000	ZJK IIIdX	dii, ji Ed, di Swi	
Big Box Unit	300x250	20k max	GIF, JPEG, or SWF	
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Home Page Tile	120×90	8k max	GIF, JPEG, or SWF	
Showcase Tile	120×90	8k max	GIF, JPEG, or SWF	
Hot Deals Text Ads	25 words with linking URL			
eMail Marketing				
Newsletter Top Sponsorship	Text: 75 words or less with one link			
	HTML: 120x600, GIF or JPEG, 20k max			
Newsletter Mid Edit Sponsorship	Text: 50 words or less with one link			
Macworld Solo email	Text: 400 words max, word wrapped			
	to 65 characters / line			
	HTML: 20k max file size			
	Subject Line: 60 characters max including			
	"Macworld offers"			

Please email all creative to **online_ads@macworld.com** at least two business days before posting date. eMail marketing creative must be received three business days prior to distribution date.